

Consumer Behavior (EM023M28)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Consumer Behavior : 5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	
Year	2019
Semester	A
Open for visitors	yes (5 ECTS)
Available places	40

Coordinator

Marie HENRY

Lecturers

Instructor	Population	Email
Marie HENRY	Population	marie.henry@em-strasbourg.eu

Course format

Working language :	English
Volume of contact hours :	27 h
Workload to be expected by the student :	108 h

Course track

Track : Attendance

"Attendance" track :

Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :

Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.

Contribution of the course to the educational objectives of the programme

How the course contributes to the programme :

Description

We as marketers must develop an understanding of consumer needs and develop marketing strategies accordingly. Once having developed strategies, we must then understand consumer responses to these strategies. The basic purpose of this course is to link an understanding of Consumer behavior principles to developing marketing strategies. The link between understanding consumers and developing strategies has become more complicated in the current multi-media web-oriented environment. The ability of consumers to evaluate brands and choose alternatives has multiplied exponentially. Consumers have also become more empowered to determine the nature of the ads and information they see and the characteristics of the brands they buy.

On this basis, the course depends on two assumptions: First, every business's fundamental strategies are designed to satisfy customer needs at a profit to the firm. Second, an understanding of customer needs must be the basis for developing product, advertising, pricing, and distribution strategies. The premise is that an understanding of the consumer is essential for those pursuing careers in brand, advertising, and strategic management. This is true, whether the applications are for products or services, small or large companies.

Educational organisation

In class

Lectures

In groups

Exercises

Case studies/texts

Oral presentations

Interaction

Discussions / debates

Accounts

Learning outcomes

Upon completion of this course, students should be able to :

- **Define** the basic concepts of Consumer Behavior
- **Elaborate** marketing strategies and solutions adapted to consumer
- **Examine** specific needs and the changes of the consumer
- **Synthesize** solutions including consumer needs for a company
- **Locate** consumer behavior and needs in a specific environment

Outline

Course outline :

Session 1 & 2

Consumer in marketplace

Introduction to consumer behavior

A consumer society
Session 3 & 4
How consumers see the world and themselves
Session 5 & 6
Consumers as decision makers
Session 7
Consumers & their social media and groups
Culture and consumer behavior
Session 8 : Case study
Session 9 : Final presentation/Exam

Prerequisites

Key concepts to understand :

Knowledge of :

- To provide an understanding of how consumers make decisions
- To consider the personal and environmental factors that influence consumer decisions
- To understand the strategic implications of consumer influences and decisions for product, advertising, pricing, and distribution strategies
- To consider the Web as a vehicle to facilitate consumer decisions and purchases.

Teaching material

Documents in all formats

- Syllabus
- Case studies

Software

- Office Pack (Word, Excel, PowerPoint, Access)

Recommended reading

Major works :

Michael R.Solomon, Consumer Behaviour, Pearson Edition
Johnson, Scholes, Whittington and Fréry (2017), Exploring Strategy, Pearson Education
McKeown (2012), The Strategy Book: How to Think and Act Strategically to Deliver Outstanding Results, FT Press

Further reading :

Research works by EM Strasbourg :

Assessment

Intermediate evaluation / continuous assessment 1 :

written / individual / English / weighting : 10%
additional information : Attendance and participation

Intermediate evaluation / continuous assessment 2 :

written + oral / individual / English / weighting : 40%
additional information : Case study

Final assessment : last session

written / individual / English / weighting : 50%

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.